

10 in a second substantially vertical plane, said first and second fins extending radially outwardly from a common longitudinal axis defined by a line of intersection of said first and second substantially vertical planes;

15 a surface of said first fin and a surface of said second fin defining opposing channel surfaces of an outwardly facing channel, said channel surfaces having portions which are directly exposed to an environment in which said target species is present, whereby said directly exposed portions may be seen by members of said target species from positions beyond a perimeter of said apparatus;

20 each of said first and second fins being wider at a base portion thereof and narrower at a top portion thereof, whereby said channel defined by said surfaces of said first and second fins narrows from said wider base portions to said narrower top portions; said bottom portion being predominantly of a color which reflects light having a wavelength which attracts the target insect species;

25 said top portion of said apparatus comprising a receptacle, said receptacle being open only at an entrance opening, and wherein said entrance opening is positioned at, and substantially surrounds, an upper part of said bottom portion, whereby said channel formed by said first and said second fins terminates within said receptacle. --